

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017

BAE1044 – ENGLISH FOR BUSINESS COMMUNICATION

(All sections / Groups)

20 OCTOBER 2016
2.30pm – 4.30pm
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 11 pages with **THREE** sections.
2. Answer **ALL** questions.
3. Shade your answer for **Section A** on the OMR sheet
4. Write your answers in the answer booklet provided.

SECTION A: [30 MARKS]

Instructions: Answer **ALL** questions. Choose the best option given for each of the questions in this section. Shade your answers on the OMR sheet.

1. Your supervisor has asked you to prepare a quarterly sales report for your team. What type of report is this?
 - A. Periodic report
 - B. Progress report
 - C. Analytical report
 - D. Informational report
2. You want to be able to work from home for part of your workweek. You try to suggest this idea to your boss, but he cuts you off shortly after you start. He says, "It's out of the question as we need you here every day." What should he have said instead to make you feel your idea is being considered?
 - A. "I'll have to reject your idea!"
 - B. "That's an interesting idea but unsuitable for the type of work we do here."
 - C. "Sorry, but this is just not possible with the high volume of work we are receiving this year."
 - D. "I have strong reservations about your telecommuting, but maybe you'll change my mind with your explanation."
3. Anil Sharma, a human resources director, places a visitor chair close to his desk, suggesting that he is open, approachable, and genuinely interested in getting to know his visitors personally. Which type of nonverbal communication is Anil practicing?
 - A. Kinesics
 - B. Semantics
 - C. Proxemics
 - D. Chronemics
4. Ezzy is from Australia and is surprised that on her first trip to New York City, native New Yorkers do not respond to her friendly overtures on the subway. She learns that New Yorkers generally do not talk to strangers on the subways as a way of obtaining some privacy in a very crowded city. She now believes that all New Yorkers are "unfriendly and suspicious". This is an example of .
 - A. tolerance
 - B. stereotype
 - C. ethnocentrism
 - D. culture influence
5. Which of the following is an example of a recommendation as opposed to a conclusion?
 - A. Reducing the number of trade shows we attend.
 - B. Attending trade shows costs our company too much money.
 - C. Reducing the number of trade shows we attend to just the local events.
 - D. Attending some of the key trade shows are important for our company.

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6. The following parameters illustrate the different ways in which cultural influences are reflected in web design. Which of the options best fit Culture A?

Parameter	Culture A
Animation	Lower use of animation, mainly reserved for highlighting effects e.g., of text
Promotion of values	Images promote values and characteristic of individualistic societies
Individuals separate or together with the product	Images portray lifestyles of individuals, with or without a direct emphasis on the use of products or merchandise
Linear vs. parallel navigation on the Web site	Few sidebars and menus, constant opening in same browser window

- A. Collectivism
 B. Low context
 C. High context
 D. Individualism
7. The notice below is taken from the website of an Australian company. It shows that the company understands the importance of _____ as a way of creating a harmonious environment.

It is important to avoid ethnic or racist labels which create negative stereotypes. Any person, who was born in Australia or has acquired Australian citizenship regardless of their cultural background or origins, should be referred to as an Australian.

Terms such as 'wog' or 'dago' or 'chink' should be avoided when communicating with our external and internal customers.

- A. abiding the law
 B. telling the truth
 C. labeling opinions
 D. using inclusive language
8. Arabia Airlines (AA), a low cost airline communicates with the customers using different methods. Which of the following channels should AA use to communicate details of special offers to new customers?
- A. Letter
 B. Email
 C. Intranet
 D. Newspaper advertisements

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9. Sani Ahmad is an artist who specialises in painting portraits. He displays his work in art galleries. However, he finds it challenging to sell and display his paintings in only art galleries. What are other channels he can use to advertise his work?
- A. Letter
 - B. Email
 - C. Poster
 - D. Social media
10. Which of the following is a psychological barrier that one must be aware of during job interviews?
- A. Use of jargon
 - B. Different cultures being involved
 - C. Status as a barrier to effective communication
 - D. Interview venue being too cold and causing discomfort
11. There have been a high number of resignations in your organisation in the last 6 months. Your manager has asked you to investigate the issue and prepare a report for the management. To ensure your report is credible, you need to _____
- I. present both sides of the issue
 - II. use labels and slanted expressions to appear convincing
 - III. tell your readers where the information came from
 - IV. highlight your opinion towards the matter
- A. I, II
 - B. I, III
 - C. I, II, III
 - D. All the above
12. Which of the following is an effective subject line for an email message?
- A. "Overcharged"
 - B. "Charity Bazaar"
 - C. "Resume – Lee Chong Wei"
 - D. "Application for Java Developer (Job Code : 4187)"
13. You have been asked to prepare a report on the problems that are being faced by the migrant workers in your organisation. Which phase(s) of the writing process would you spend most of your time on?
- A. Visualising the audience
 - B. Researching, organising, composing
 - C. Analysing, anticipating and adapting
 - D. Revising, proofreading, and evaluating

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14. You work for Sciemax which is a multinational company that has businesses in 15 other countries throughout the world. Based on this information, what are the suggestions that you need to follow when writing to your colleagues?
- I. Use idioms
 - II. Use slang words
 - III. Avoid metaphors
 - IV. Use action-specific verbs
- A. I, II
 - B. III, IV
 - C. II, III, IV
 - D. All the above
15. As a member of Tesco's human resources department, you have received resumes from four people. Of the career objectives that were listed on the four resumes, which of the following is the most effective?
- A. A management position in a large multinational company.
 - B. To secure a position with a stable and profitable organisation, where I can be a member of a team and utilise my business experience to the fullest.
 - C. Looking for a long term full time job where I can apply my extensive skills and knowledge to the position for which I am hired.
 - D. Hard working business management graduate with proven leadership and organizational skills seeking to apply my abilities to the position of Marketing Manager with Tesco.
16. Successful communication in the workplace is dependent on many factors. Which of the following is FALSE?
- I. Context plays an important part in how a message is encoded and decoded.
 - II. The way a message is perceived by the sender is the same from the way the receiver perceives the message.
 - III. Without feedback, the communication process is still successful as long as the sender encodes the message.
 - IV. Long and wordy sentences are preferable because they make things clearer.
- A. I, II
 - B. I, II, III
 - C. II, III, IV
 - D. All the above

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17. In 2009, Dannon paid a \$35 million settlement in a lawsuit alleging that the company had knowingly misled consumers in falsely representing the health benefits of its yogurt drink, Activia in its marketing activities. The Los Angeles federal court heard that even Dannon's own studies fail to prove that Activia has health benefits superior to any other brands of yogurt, in spite of the company's claim that these benefits had been proven clinically and scientifically. Which of the following guidelines of ethical communication was not observed by Dannon?

- A. Being Objective
- B. Telling the Truth
- C. Labelling Opinion
- D. Communicating Clearly

18. _____ can help us to evaluate what clients, customers and co-workers are really telling in order to know how to better meet their needs. For example, to give a better price, offer more (or fewer) details, or wrap it up in a sales negotiation.

- A. Ethics
- B. Mass communication
- C. Nonverbal communication
- D. Intercultural communication

19. A global company with subsidiaries in 38 countries across the world introduces a new set of global strategies, which should apply to all employees irrespective of where they work. These strategies stipulate that pay, status and rank in the company will be determined by the employees' ability to 'step up, utilise their resources, think outside the box, be proactive, be vocal, and challenge conventional thinking'.

Which of the following may occur in the workplace if the strategies are implemented?

- I. All employees will be pleased if the strategies are implemented.
- II. It may cause some disadvantages to employees located in Europe.
- III. Asian employees would be severely disadvantaged compared to their European and American colleagues.
- IV. By having similar goals for all its companies, the organisation will be able to avoid discrimination lawsuits.

- A. III
- B. I, III
- C. II, III, IV
- D. All the above

Continued...

20. What type of communication do the following examples refer to?

- Newspapers
- Advertisements
- Social media

- A. Mass communication
- B. Intrapersonal communication
- C. Interpersonal communication
- D. Organisational communication

21. Allison, who was a human resources assistant used to work for the vice president of human resources, Reba. Reba was very pleased with Allison's job knowledge, hard work, and initiative. Reba used to tell Allison that her work was so good that, "You remind me of myself." One day, in an effort to compliment Allison, Reba says, "I think I'll call you Mini-Me", and then she does just that by calling Allison, Mini-Me around the office from then on.

Which of the following reflects the scenario above?

- A. Reba displays poor interpersonal skills.
- B. Reba displays good interpersonal skills.
- C. Reba displays poor public communication skills.
- D. Reba displays good intercultural communication skills.

22. The following statements are some misconceptions about communication EXCEPT _____.

- I. "If I say it, the other person will understand"
- II. "The more communication, the better!"
- III. "Any problem can be solved at any time if we communicate with each other."
- IV. "Communication is a natural ability – some have it, some don't."

- A. I, II
- B. I, II, III
- C. II, III, IV
- D. None of the above

23. You work for a company that manufactures household appliances. Your boss has asked you to write a sales letter to customers about the company's products. In your letter, you state how the features of the product can lower home utility costs and protect the environment. The benefit you have stated in your sales letter is an example of _____ appeal.

- A. health
- B. logical
- C. ethical
- D. emotional

Continued...

24. During a discussion, it is important to show active listening skills through your body language. The techniques and practices below will enhance your listening skills EXCEPT _____.
- A. sit back and relax
 - B. be comfortable and relax
 - C. maintain good eye contact
 - D. face the other person directly
25. You are an efficiency expert who has been hired by a manufacturing company to increase its productivity. You have visited the site, walked the production lines, and talked to managers and workers. Which is the most effective channel to communicate the information to the management?
- A. Email
 - B. Memo
 - C. Report
 - D. Oral Presentation
26. In a recent workshop conducted by Sarah, many of the audience left the venue feeling confused and frustrated. They complained to her boss how they wasted two hours being unproductive. What advice would you give Sarah to improve her presentations especially her visuals?
- A. Limit 20 lines per visual
 - B. Have two ideas per visual
 - C. Use numbers or bullet points
 - D. Read and explain to the audience
27. Analyse these sentences. Identify which sentence follows the principles of effective business writing.
- A. Please send your cheque soon!
 - B. We demand your payment of RM100 immediately.
 - C. If you don't pay the balance of your account by November 12th, we will be forced to contact the police and let them know you are delinquent on your account.
 - D. This message is a friendly reminder of the balance RM255 on your account that was due September 5th.
28. When the Ministry of Transport tries to educate people that failing to use a seat belt is considered a safety risk and can cause death, it is an example of a marketing communication programme designed to _____.
- A. inform
 - B. reassure
 - C. persuade
 - D. differentiate

Continued...

29. Asif is reading an email from his boss requesting him to conduct a workshop for the new employees next week. In the communication process, this stage is referred to as _____.
- A. decoding
 - B. encoding
 - C. feedback
 - D. channel of communication
30. A business owner might yell at his foreign employees and use derogatory terms to refer to them because of their different races, cultures, or values which are different from his. Another business owner based in a developed country may refuse to merge with a company that is originally based in a developing country because he believes that the developing country is very inferior to his own.

The above are examples of _____ at the workplace.

- A. barriers
- B. stereotypes
- C. ethnocentrism
- D. discrimination

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SECTION B: [15 MARKS]

Instructions: Based on the information below, write the **Result, Conclusion** and **Recommendation** sections of a formal report in about 150 to 200 words.

A study was conducted on the three major tablets that are being sold currently. The purpose of the study is to identify the trends and reasons for the high sales on the selected brands. You have obtained data as displayed in Figure 1 and Table 1.

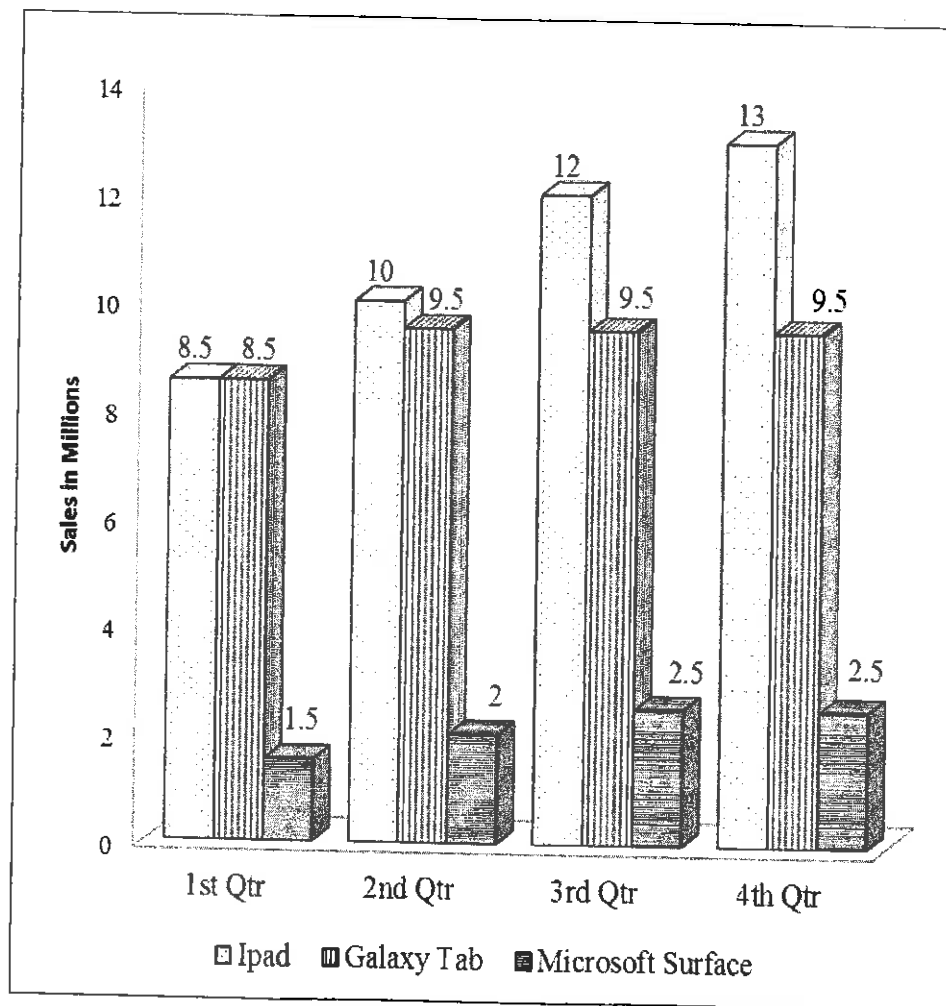


Figure 1. Sales of the Three Major Tablets in 2015

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Table 1. Factors Influencing the Sales

Factors \ Age Groups	20 - 30	31-40	41 - 50
User-friendliness	15%	10%	40%
After-sales service	10%	30%	10%
Durability	20%	10%	10%
Weight	25%	25%	10%
Screen size	30%	25%	30%

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SECTION C: [15 MARKS]

Instructions: Read the description and complete the given task below using open punctuation and fully blocked layout of a formal letter. Your letter should be about 200 words long.

You work as a Marketing Manager for Reader's Weekly, a general-interest family magazine. The magazine offers interesting content on health, food and recipes, travel, personal experiences and inspiring stories to its readers.

Compose a sales letter to persuade your new customers to subscribe to Reader's Weekly. Provide sufficient specific details to make the letter an efficient sales message.

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